



Creative Communications Manager

(Maternity Leave Cover)

Job Description

Contract: End July 2023 - June 2024 Maternity Leave cover; Applicants should be available to commence the role no later than 24th July 2023.

Salary: €48,000 per annum pro rata

Location: Blended on-site (Dublin 2), client-based (Dublin & National) & remote.

Deadline: 9th June 2023

Are you a creative comms specialist with a passion for the arts? We're on the hunt for a dynamic Creative Communications Manager to join our team! Here are the qualities we're looking for:

- **Storyteller extraordinaire:** You have a knack for crafting captivating narratives that engage and inspire audiences.
- **Social media savvy:** You know how to build a buzz on social media and have experience using different platforms to reach diverse audiences.
- **Strategic thinker:** You can develop and implement comprehensive communications plans that align with organisational goals.
- **Collaborative spirit:** You thrive in a team environment and can work effectively with different stakeholders, including artists, curators, and external partners.
- **Discerning about design:** You have a keen eye for design and can work with graphic designers to create visually stunning communications materials.

This is a unique opportunity to really help devise and drive a fresh approach of communications style at Business to Arts through a distinct 10 month period kickstarted by our new website and new strategy launching summer 2023 just before you start.

If you fit the bill, we want to hear from you! Apply now to join our our high-performing and supportiv team and help us tell the world about the amazing work we do.

About the Role

At an exciting time for Business to Arts, we are looking for an articulate, organised and creative individual with 5+ years experience to oversee the promotion, protection and development of BtoA brand and mission, fundamental to the success of our engagement with our members and stakeholders.

The Creative Communications Manager will design and deliver campaign to successfully communicate about Business to Arts' [Membership](#) programmes, events, Awards, curatorial and cultural strategy client services, Arts Funds, Fundraising Fellowship programme and our own new five year strategy.

Business to Arts is about to launch a new five-year strategy to deliver ever greater impact across the arts sector and value for our members while exploring emerging opportunities to realise the financial value of BtoA's own specialist services and expertise. This maternity leave role will be key to communicating and leveraging BtoA's new positioning, while seeking opportunities to profile our impact and engagement.

Reporting to the CEO, the Creative Comms Manager will work closely with the team including the Arts Portfolio Manager, Curatorial Projects Manager, and Membership & Projects Manager, and will be required to report the [BtoA board](#).

Core Competencies

- **Brand management**
- **Crafting and implementing innovative and imaginative communications** for a broad variety of audiences, utilising a range of communications tools
- **Developing strategic campaign plans** that align with our goals and **identifying and innovating upon new opportunities** or angles to ensure the Business to Arts brand is consistently reaching and influencing its intended audience, particularly leveraging our flagship events and new strategy
- **Understanding of how to harness the power of data** to support your decision-making
- This communications expertise will be backed-up with sound financial management, excellent people skills, and a passion for the arts.

Key Responsibilities

Communications

- Assume role of brand guardian ensuring Business to Arts is represented consistently and creatively across all activity and outputs.
- Develop and deliver campaigns to drive growth and support our core activities, in particular our new five year strategy and the annual Business to Arts Awards (social, print, digital etc) in order to deliver against KPIs.
- Maintain the Business to Arts website CMS, and ensuring SEO, Google Analytics are maximised for our visibility and data insights.
- Cross channel content generation for support all business activities and business development, maintaining regular
- Proactively generate PR opportunities for our core activities, and develop media relationships with national and regional media
- Support events and networking experiences development
- Identify opportunities for BtoA team public engagement (speaking opportunities etc) and support the team in preparation

- Manage and collaborate with third-party agencies, suppliers, and freelancers in areas such as graphic design, video production, PR, copywriting, printing and more
- Attract, build, and maintain relationships across the media landscape, the corporate sector and beyond, leveraging your own relevant network of contacts as well

Supporting membership activities

- Support the Membership & Projects team in developing engaging and compelling narratives for BtoA membership lead generation, pitch decks, and partnership proposals
- Monitor the impact of campaigns and activities that support lead generation
- annual Awards programme is Business to Arts' flagship event, taking place in September each year. The relationship management, planning and communications take place year-round, and you will project manage this process and ensure that KPIs related to the Awards are met.
- Monitor the impact of campaigns and activities that support lead generation including the annual Awards, programming our annual calendar of member events, and developing subscriber and members communications, surveys, and reports (e.g. NPS surveys).

Financial management, governance & reporting

- Deliver upon your KPIs and ensure all projects stay within scope and on track.
- Oversee all accounting related to communications budget line items
- Contribute to the development of the marketing and communications budget FY2024
- Oversee and manage budget relating to the Awards 2024
- Monitor and report on ongoing marketing activities and provide relevant management information to CEO and Board of Business to Arts as required
- You will be designated data officer within the organisation and as such will have the responsibility of ensuring that we are GDPR compliant, monitoring our data quality, integrity and ensuring adherence across the team to best practice and policy

Operations

- Draw on your previous experience in a communications role to identify opportunities to create new communications initiatives and best practice processes to deliver upon our strategy and achieve targets
- Be tech savvy and exceptionally organised to introduce and navigate systems and processes that help us, leading the development and use of communications software tools
- Maximise the efficiency of our CRM data and software to improve our member and client relationship management

Essential training, experience and qualifications

- 5+ years experience in a demanding communications role in PR, comms agency, or arts and cultural marketing
- A graduate in the area of marketing and communications
- Managing multi-channel external communications campaigns
- Advanced CRM (Salesforce, Insightly or other) skills a must
- Advanced skills in crafting holistic communications and campaign plans and content development, press releases, social posts, newsletters,
- Experience working with external designers and creating in-house assets using software such as Canva
- Tech proficiency in Campaign Monitor, Canva, Google Analytics, website CMS
- Strategic communications, events and networking experiences
- Financial management

Be a stand out candidate by demonstrating any of the following key differentiators

- Data analysis and data visualisation skills
- Design thinking and facilitation skills
- Thought leadership content
- Familiarity with accounting software packages
- Good understanding of corporate responsibility, philanthropy, and ESG
- Content producing/video editing

Person Specification

- A confident communicator with experience engaging with and influencing senior stakeholders
- A team player with an open, positive, collaborative, and flexible attitude
- Motivated to deliver value for *BtoA* members and the arts sector
- A self-starter, with the ability to work independently to identify new opportunities.
- The ability to think creatively and strategically, with a natural strength in problem-solving
- An understanding of the arts sector and funding environment for the arts in Ireland
- Excellent presentation, written, and oral communication skills with a high degree of diplomacy, tact and confidence, both internally and externally
- Attention to detail and ability to manage multiple projects, events and communication activities at once
- Rigorous in the application of the highest standards

Terms & Conditions

- Commencing as soon as the right candidate is available and certainly no later than July 24th 2023.

- The position is for an initial Fixed Term Contract (maternity leave), from July 24th 2023 - June 2024, with a month probation period.
- Headquartered at Business to Arts office in Dublin 2, the role is a hybrid working model, with a lot of client meetings in Dublin and some travel required for membership activity and face-to-face client meetings nationwide.
- Remuneration is €48,000 per annum, pro-rata, and commensurate with experience.
- 21 days annual leave per year in addition to public holidays and seasonal office closures.
- Attendance at some early morning and regular evening and off-site events outside of daytime working hours will be required as part of fulfilling the functions of the role.

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and key responsibilities of the job, but it is not intended as a wholly comprehensive or final description. This role will evolve in tandem with the organisation's needs and strategic priorities.

To apply for the role

- Candidates can submit enquiries and their application in confidence to recruitment@businessstoarts.ie with [your name // Creative Communications Manager] in the subject line.
- Each application must include a concise cover letter (max. 1 page) outlining how they meet the above requirements and CV (max. 2 pages). NB if you are applying through LinkedIn, you MUST combine a cover letter with your CV.
- **The deadline for applications is 5.00pm on 9th June 2023.**
- First-round interviews are scheduled for the week commencing 19th June 2023.

Business to Arts is an equal opportunities employer.

Further Background Information

About Business to Arts

Business to Arts (BtoA) is a 35-year-old membership-based resource organisation. Our mission is to catalyse the development of strategic creative partnerships between the corporate and cultural sectors and to build sustainable capacity within the arts sector.

We have 50+ corporate members across professional and financial services, construction, universities, tech and energy companies, government and semi-state agencies, and 100+ arts affiliates ranging from National Cultural Institutions to small arts venues and individual artists.

Our key activity includes Capacity Building in the arts sector, providing Curatorial & Cultural Strategy Services to the corporate sector, and Community Building between arts and business.

Our Expertise

Our in-house expertise includes specialist curatorial and arts programming, events, and venue management. Our art form experience ranges from visual art to performing arts, heritage, and festivals, and our business experience from strategic planning and development to marketing and operations. In 2022 a new Chief Executive came on board with a wealth of multi-disciplinary experience across public, private and non-profit sectors to lead BtoA in a strategic evolution.

The team at Business to Arts is mission-led and business-focused, and we seek someone with similar values who can inspire those you interact with to commit to and support our mission to support the arts, driving value for all parties involved.